

before & after

A pictorial display of the magic behind a room transformation

Kool Haus, a 27,000 sq.ft. multi-functional space in downtown Toronto, was transformed last October—gangnam style—into a hip and happening launch party with a featured performance by the wildly popular South Korean singing sensation, Psy. The launch party's 2139 revelers celebrated the Samsung Galaxy Note II entry

into the Canadian mobile phone marketplace in a nightclub-styled space, courtesy of the talented team at Communiqué, a special events and incentive travel company in the host city. Communiqué recently celebrated their 30th anniversary. [communiqueto](http://communiqueto.com)

TIME TO TRANSFORM SPACE:

9 hours (7:00 a.m. to 4:00 p.m.)

before



NUMBER OF PEOPLE WORKING ON THE TRANSFORMATION:

- 26 Audio visual and technical crew
- 5 Event decor team
- 12 Overall event team



after



Confetti cannons loaded with custom blue confetti were fired during the final song to create a strong visual effect and celebratory climax.

DECOR

"Lighting played a huge part in the transformation of the space and reinforced the client's branding—think Samsung blue—in a subtle and creative way," says Susan Minns, V.P. sales, Communiqué.

LED bars, modern white leather and chrome bar stools were situated at the activation stations, and ottoman cubes were brought in to add to the contemporary look.

Blue draping was used to create a satellite kitchen, a private photo op area, to close off "back stage" and for non-functional event space. Branded decals and clings were placed throughout the venue.

Interactive demo stations placed on risers covered with blue carpeting allowed guests to experience the new product first-hand while adding visual interest to the room.

Staging decor consisted of two sets of 6ft., 8ft. and 10ft. LED columns, stacked LED cubes and an LED DJ booth. Drink coasters, custom labeled bottled water and logoed

napkins also served as decor. Gobos with the client's logo and the product name added additional branding and created special lighting effects on the floor and walls.

PLANNING CHALLENGES:



! Change of venue seven business days before event.

! Event floor plan and decor elements were quickly reworked for the new venue.

! Expanded the size of the VIP area to accommodate 250 people (existing VIP area accommodated 125).

! "The venue had a considerable amount of red while Samsung's colour is blue. As it was not possible to cover up the red in certain areas, blue lighting and visual effects (Gobos, LED digital walls in VIP area and on stage) were used to shift the focus," says Susan Minns, VP, sales Communiqué.

! Creating a stage setting that did not take up too much space, but was comfortable for Psy's performance.

! Plans for outside the venue (LED video wall, general admission lineups) had to be reconsidered and adjusted because the event occurred on the day after Hurricane Sandy.

! Psy made it to Toronto just in time for his first-ever Canadian performance, after his flight from LAX was cancelled (and quickly rescheduled) due to Hurricane Sandy.



Even the partygoers became decorative elements with the blue and white LED flashing bracelets, which were handed out to selected ticketholders.

